

do, but if it can be accomplished, the returns to a community will normally be far greater than the initial savings realized by investing in a parcel of land that may be available for a nominal price, but in a poor location from a community's standpoint.

It is impossible to make a detailed listing of locational considerations for industrial sites because they vary from industry to industry. It is possible, however, to outline major location considerations that concern industries, and the major industrial location considerations that should interest a community. Once this is accomplished, these factors can serve as a guide for selecting industrial sites. Following is a brief listing of the major locational factors that should be considered in selecting industrial sites:

Location Factors of Particular Concern to Industry:

- (1) Topographical Conditions: Most industries are interested only in sites that are relatively level, well drained, and not subject to flooding.
- (2) Facilities and Services: Virtually all industries require water and sewer facilities and fire protection. Industries are not normally interested in how the facilities and services are provided and financed; rather, they are mainly interested in their adequacy and the cost to the industry.
- (3) Transportation Facilities: In regard to industries interested in the Whiteville area, they would probably prefer to locate either where railroad facilities are available or near one of the highways in the area.
- (4) Land Use: Industries are becoming increasingly interested in locating in areas where they can be assured by the community that existing and proposed development in the area will not be incompatible with industry.
- (5) Visibility: Industries are also becoming more interested in sites adjacent to major thoroughfares and highways where the industrial plant will stand as an advertisement to the public.

Industrial Location Factors That Should be of Particular Concern To Communities:

- (1) Availability of Municipal Facilities and Services: Industrial sites should be either in or near the corporate limits where municipal facilities and